

ABSTRACT

A model format storing unit stores a model format representing a cyclic process of brand knowledge creation.

5 Arrangement of dynamic evaluation parameters obtained by factor analysis of several indices for brand-creation process evaluation is set in the model format. A target brand parameter acquiring unit acquires dynamic evaluation parameters for a target brand. A model creating unit arranges the dynamic

10 evaluation parameters for the target brand in accordance with the setting of the model format. In this way, a model of the target brand is created and outputted. The dynamic evaluation parameters are six parameters of contact, cognition, interaction, coherence, characterization, and alignment.

15 With this model, circulation of brand knowledge creation is represented with appropriate parameters.